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(19) (CA) **APPLICATION FOR CANADIAN PATENT** (12)

(54) Automated Audio Presentations for Promoting Automobile Sales

(72) Morgulis, Victor A. - Canada ;  
Bocher, Rick I. - Canada ;  
Fine, Richard M. - Canada ;  
Calder, Blair H. - Canada ;

(71) VADCOM Limited - Canada ;

(57) 11 Claims

Notice: This application is as filed and may therefore contain an incomplete specification.



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ABSTRACT OF THE DISCLOSURE

A system for promoting automobile sales includes a central station that maintains a data base of audio presentation segments relating to a wide range of new and used vehicles. A subscribing sales agency logs onto a computer of the central station and identifies a particular vehicle by make, year  
5 and model. The station computer then presents multiple options characteristic of the specified vehicle allowing the subscribing agency to select present options. In response to the user selection, the central station retrieves audio presentation segments appropriate for the vehicle, concatenates them to  
10 compose an audio presentation, then transmits the presentation over telephone lines to the agency. A portable playback unit is coupled to the agency's computer to receive the transmitted presentation. The playback unit is then located on the dashboard of the vehicle, empowered with an appropriate adapter from the cigarette lighter of the vehicle. An optical sensor faces the windshield  
15 and triggers playback when a potential customer waves his hand over the windshield.

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AUTOMATED AUDIO PRESENTATIONS  
FOR PROMOTING AUTOMOBILE SALES

FIELD OF THE INVENTION

The invention relates generally to promoting the sale of  
5 automobiles, and more specifically, to methods and systems for providing  
consistent and accurate vehicle information to customers.

DESCRIPTION OF THE PRIOR ART

Customers may need information regarding features and  
advantages of a particular vehicle before completing a purchase. Such  
10 information is still provided through a salesman's "pitch." There are several  
shortcomings to such sales practices. Customers tend to dislike anything that  
resembles a high-pressure sales tactic, and simply being accosted by a salesman  
may be sufficient to discourage some customers. Also, a salesmen may not be  
knowledgeable about a particular vehicle that interests a customer. A potential  
15 sale may be lost if a customer feels that the salesman is uninformed and simply  
wasting the customer's time. There is also a potential to mislead a customer as  
to vehicle features, which jeopardizes the reputation of the sales agency. This  
problem is particularly acute at agencies that sell used cars, which often have a  
wide and quickly changing inventory. As well, at peak periods, a salesman  
20 may not be able to attend to customer inquiries about vehicles in a prompt  
manner. If tired or attending to several potential customers, the salesman may  
present automobiles in a less than enthusiastic manner, once again jeopardizing  
potential sales.

SUMMARY OF THE INVENTION

25 In one aspect, the invention provides a method of promoting the  
sale of an automobile to a customer. The method involves storing an audio  
presentation describing characteristics of the automobile in an audio playback

unit. The playback unit is located proximate to the vehicle, and the presentation is audibly reproduced when a potential customer is nearby. The customer may himself actuate the playback unit with a simple push-button switch, or a sensor may respond to the customer's person proximity to the vehicle to actuate playback.

The invention provides several advantages. It provides consistent presentation of automobile features 24 hours a day, avoids any immediate involvement between a customer and sales staff, and does require sales staff to be completely knowledgeable about all automobiles available for sale. If desired, it can also be used to train sales staff, providing a better understanding of vehicles available for sale. It also permits a sales agency to reduce its sales staff and allows sales staff to devote more time to becoming familiar with and promoting the agency's after-sale services.

In another aspect, the invention addresses the problem of making audio presentations regarding automobiles available to sales agencies in a timely and cost-effective manner. This is expected to be of particular concern to agencies dealing in used cars where inventory is constantly changing. A center gathers and processes information regarding various automobiles and then prepares and stores presentations. An automobile sales agency that subscribes to the services of the center forwards a request identifying the particular vehicle and its characteristics. The center retrieves or composes the required presentation in digital form and transmits the presentation over telephone lines to a computer at the sales agency. In preferred form, the playback unit is coupled with a cable to the computer to receive the presentation, which permits storage directly in an electronic memory within the playback unit, eliminating the need for a tape or disk drive that would add considerably to the cost of the playback unit. This reduces the cost of providing playback units for a large selection of vehicles.

Presentations may be stored in text form and converted to an audio format prior to delivery to an agency or alternatively may be subjected to speech synthesis within the playback unit itself. However, a strongly preferred approach is to store actual audio presentations, preferably vocalized by a person to provide more natural and pleasant sound. The audio presentations are preferably divided into and stored as distinct audio segments ("sound bites"), some of which can be shared among various presentations. Whether stored as entire audio presentations or audio segments, the stored sound materials are indexed. An automobile sales agency subscribing to the service of the center may identify a particular vehicle for which the center maintains audio materials and then select characteristics of the particular vehicle from a predetermined set, which permits the center to immediately identify or compose the required audio presentation.

Various aspects of the invention have been summarized above. Others will be apparent from a description below of a preferred embodiment and will be more specifically defined in the appended claims.

#### DESCRIPTION OF THE DRAWINGS

The invention will be better understood with reference to drawings in which:

- fig. 1 is a fragmented perspective view showing an automobile in which a playback unit has been installed to provide an audio presentation regarding the automobile;
- fig. 2 is a schematic representation of the playback unit of fig. 1;
- fig. 3 is a schematic representation of a system for delivering audio presentations upon request from a center to a vehicle sales agency;
- fig. 4 diagrammatically illustrates a database file structure for organizing audio segments;
- fig. 5 is a brief flow chart indicating the recording and editing

process used to produce records in the database;

figs. 6 and 7 illustrates successive computer windows that permit the sales agency to specify a particular automobile for which an audio presentation is required;

5                   fig. 8 illustrates a computer window that allows the sales agency to specify various options associated with the particular automobile for appropriate tailoring of the audio presentation the automobile;

figs. 9a and 9b are flow-charts showing a process for specifying a particular vehicle and its options and then composing and transmitting from  
10                   the service center to the agency a corresponding audio presentation in digital form; and,

fig. 10 is a text representation of sample audio presentation resulting from the procedure of fig. 9.

#### DESCRIPTION OF PREFERRED EMBODIMENTS

15                   Reference is made to fig. 1 which illustrates an automobile 10 effectively adapted to provide an audio presentation 12 (the text of which is shown in fig. 10) promoting its own sale. The audio presentation 12 is stored in compressed digital form in a portable playback unit 14. The playback unit 14 has a main housing 16 that is placed on the dashboard of the automobile 10 and  
20                   a separate speaker housing 18 that is placed in the engine compartment of the automobile 10 and connected to the main housing 16 with a cable 20. The main housing 16 is positioned so that a sensor 22 mounted on its exterior faces toward the automobile's windshield 24. The optical sensor 22 detects when a  
customer is proximate to the automobile 10, specifically by sensing when a  
25                   customer waives his hand over the windshield 24, and then triggers playback of the stored audio presentation 12. Electric power for operation of the playback unit 14 is obtained from the vehicle's battery, and, for such purposes, the

playback unit 14 has a power cord 26 terminated with an adapter 28 that fits into the automobile's cigarette lighter.

Fig. 2 is a diagrammatic representation of the playback unit 14.

The playback unit 14 has a microprocessor 30 (such as Motorola model  
 5 MC68HC705C8) and a read-only memory 31 (ROM) containing software code that programs operation of the microprocessor 30. The playback unit 14 has a 512 kilobyte non-volatile flash memory 32 in which a single audio presentation in compressed digital form can be stored. A conventional RS-232 port 34 coupled to an internal bus 36 permits an audio presentation to be downloaded to  
 10 the microprocessor 30 for storage within the flash memory 32. The sensor 22 is coupled to the same internal bus 36. When appropriately triggered, the microprocessor 30 retrieves and decompresses the stored presentation 12 and applies appropriate digital signals to a conventional driver 38. The driver 38 in turn applies corresponding analog signals to a speaker 40 within the speaker  
 15 housing 18.

The optical sensor 22 is conventional and will only be briefly described. It may comprise an infrared light emitting diode (LED) that is pulsed at a predetermined frequency, a detector with a transparent cover that filters sunlight and other visible light, a bandpass filter (not illustrated) connected to  
 20 the detector to extract signals at the predetermined frequency, and a comparator circuit (not illustrated) that detects whether the filtered signal exceeds a predetermined threshold value. When a customer waives his hand over the windshield 24, light emitted by the sensor's LED is reflected from his hand back through the windshield 24 toward the sensor's detector, causing the  
 25 filtered detector signal to exceed the threshold value. Other arrangements for sensing proximity of a customer may involve orienting a similar sensor at a forward section of the automobile 10 so that playback is triggered when a customer stands for a preset period of time before the automobile 10.

The microprocessor 30 is programmed to monitor the internal bus 36 for digital actuating signals. Two events and associated actuating signals are significant. If the filtered detector signal exceeds the threshold value, the sensor 22 applies a playback actuating signal to the internal bus 36.

5 The microprocessor 30 responds by initiating audible reproduction of the audio presentation stored in the flash memory 32. An external device coupled to the RS232 port 34 may be programmed to apply an actuating signal to the internal bus 36 to initiate a data transfer mode of operation. In the data transfer mode, the microprocessor 30 receives an audio presentation in digital form along the

10 internal bus 36 and stores the received presentation in the flash memory 32. The downloading of a digital audio file to the playback unit 14 may follow conventional communication protocols and practices.

Reference is made to fig. 3 which schematically illustrates a system for composing and delivering audio presentations. The sales agency 42

15 selling the automobile 10 obtains the audio presentation 12 from a remote center 44 that may serve several sales agencies. The center 44 has a computer 46, a modem 48 that couples the computer 46 to a public telephone system 50, and a storage system 52 (e.g. multiple magneto-optical disk drives) that contains pre-recorded audio presentations that are stored in compressed digital form in

20 distinct segments. The sales agency 42 has a computer 54 coupled to the public telephone system 50 through a modem 56 and programmed to communicate with the computer 46 of the center 44. The agency's computer 54 has an RS232 port 58 that can be connected with a serial cable 60 (shown in phantom outline in fig. 2 to indicate the temporary nature of the connection) to the

25 RS232 port 34 of the playback unit 14 or similar playback units for purposes of downloading audio presentations to such units.

Fig. 10 shows the text associated with the sample audio presentation 12 that the service center 44 might provide to the sales agency 42 to



promote the sale of the vehicle of fig. 1. Distinct segments of the presentation 12 are identified with the following captions and reference characters:

Identification 62, Powertrain 64, Interior 66, Exterior 68, and Closing & Mileage 70. The segment Closing & Mileage consists of two distinct segments, a Closing segment generally indicated with 72 and a Mileage segment indicated with 74, which are concatenated. The presentation 12 is shown in text form but the presentation 12 as delivered to the sales agency 42 is a corresponding digitized audio file.

Fig. 4 diagrammatically indicates the nature of the data base maintained by the center 44. A Vehicle file 76 contains records each identifying a different vehicle according to make, model and year. Several audio files contain records comprising audio presentation segments in compressed digitized form that are linked directly or indirectly to records in the Vehicle file 76. The files include an Identification file 78, Powertrain file 80, Interior file 82, Exterior file 84, a Closing file 86, and a Mileage file 88. Audio segments in the presentation 12 of fig. 10 have corresponding names, indicating the particular files from which corresponding digitized audio segment are retrieved. The Powertrain, Interior, Exterior and Mileage files 80, 82, 84, 88 may contain multiple records related to a particular record in the Vehicle file 76, and have been illustrated as sets of records to indicate the one-to-many relationship. The Mileage file 88 contains 40 audio segments identifying alternative mileages for vehicles, spanning 5000 to 200,000 miles in increments of 5000 miles, and 40 audio segments spanning 5000 to 200,000 kilometers in increments of 5000 kilometers. An Options file 90 is used to link the records of the Powertrain, Interior and Exterior files 80-84 to the Vehicle file 76, as will be explained below. To reduce recording and storage requirements, the records of the Mileage file 88 need not contain audio segments tailored to particular vehicles,

and a set of 80 mileage segments can be used to generate audio mileage statements for all audio presentations.

A process for producing the various audio segments is indicated in fig. 5 and will be explained with reference to the features of the automobile 10 of fig. 1. A script comparable to the script of fig. 10 is prepared for the automobile 10 using information retrieved from manufacturers' literature and various automotive publications. The script contains alternative descriptions of the interior, exterior and power train of a vehicle, according to the various standard features and options the manufacturer made available. An appropriate vehicle record may be entered in the Vehicle file 76, identifying the make, year and model number of the vehicle, which together constitute a vehicle identifier uniquely identifying a particular vehicle. In this case, the vehicle and vehicle identifier are hypothetically assumed to be 1994 Jeep™ Grand Cherokee Laredo™. A record may also be entered into the Options file 90 and linked to the entered record of the Vehicle file 76. The options record has fields identifying the options available for the powertrain, interior and exterior of the vehicle, for example: "Automatic" and "Standard" identifying alternative transmission options and "6 cylinder" and "V8" identifying alternative engine options, relating to the vehicle's powertrain; "Appearance Package" identifying an exterior option; and "Leather Trim w/AC" identifying an interior option. According to this example, four different script and audio segments are required for the powertrain, two script and audio segments for the interior description (standard interior and interior with option "Leather w/AC"); and two script and audio segments for the exterior description (standard exterior and exterior with option "Appearance Package"). Multiple alternative script and audio segments are required to handle the various mileage ranges possible.

A person reads the script into a microphone 92, pausing after each text segment, and the vocalized text is digitized and recorded directly in a

computer system using audio digitizing, recording and editing software. The recorded script is then parsed and edited with the software to form separate audio segments. The separate audio segments are compressed, indexed and stored as records in the database in the Identification, Powertrain, Interior, Exterior, Closing and Mileage files 78-88. The Identification, Closing and multiple Mileage records are linked directly to the Vehicle record. The multiple Powertrain, Exterior and Interior records are linked to the Options record. As well, fields are inserted into the Options record and linked records that contain codes identifying which ones of the linked Powertrain, Exterior and Interior records should be used to prepare an audio presentation depending on which vehicle options are specified. One method of creating such a relationship is to order the vehicle options identified in the Options record and to assign numerical values to the options. During linking of the Powertrain, Exterior and Interior records to the Options record, the operator identifies the particular options in the Options record that are associated with each linked record, and a unique code is generated from the identified options and inserted into the linked record. Where a manufacturer provides common features or options among several makes, the audio segments in the Powertrain, Exterior and Interior can be shared through separate Options records, reducing recording, editing and storage requirements.

A process for handling agency requests for audio presentations is shown in the flow charts of fig. 9a and 9b. In the flow charts, process control flows down unless otherwise indicated with arrows. Circles containing letters (letters "A", "B" and "C") indicate the same point in the flow charts and arrows toward such components indicate essentially a "jump" in processing steps. The process will be described with reference to selection windows shown in figs. 6-8 and with specific reference to specification and delivery of an audio presentation respecting the vehicle of fig. 1.

The service center 44 handles a log on by the agencies in a conventional manner. Procedures after logging on involve graphic interface and use of a mouse to specify choices by clicking appropriate visually displayed controls. The service center 44 presents a type specification window 94 (shown in fig. 6) which has multiple buttons 96, 98, 100, 102 that permit a user to specify whether the required audio presentation relates to a car, truck, sport/utility vehicle or minivan. The service center computer 46 then enters an idle loop, waiting for user action. If the user presses a close button 104 in the window 94, the communication session ends with a conventional log off procedure, including incidental accounting procedures, follows. If the user presses the "sport/utility" button 102 (or any other of the four control buttons 96-102), he is presented with a vehicle specification window 106 (shown in fig. 7) which includes a scrolling field 108 that displays various vehicle identifiers (make, model and year). The scrolling field 108 may initially be blank, awaiting user specification of a model year in another scrolling field 110 which is formatted to display a listing of years from some preselected starting year to the current year.

The service center computer 46 enters another idle loop awaiting user action. Several events may cause the service center 44 to either exit the loop or update the displayed window 106. If the user presses the displayed close button 112, the service center computer 46 terminates the vehicle specification process and returns to the type specification window 94 (from which the user can initiate a log off process by pressing its close button 104). If the user changes the year displayed in the scrolling scrolling year field 110, the Vehicle file 76 is searched according to the specified year and the specified vehicle type (in this instance, sport/utility) to retrieve pertinent vehicle records. The vehicle identification fields of such records are sorted alphabetically and

displayed in the scrolling field 108. In the example illustrated in fig. 7, vehicle identification fields for sport/utility vehicles for 1994 are displayed, assuming that the user has specified the year 1994. If the scroll controls 114 are operated, the scrolling vehicle field 108 is updated in a conventional manner to indicate a different subset of the vehicles for 1994. If the user "double-clicks" a particular vehicle identification within the scrolling field 108, the action is interpreted as selection or specification of a desired vehicle. In this instance, it is assumed that the user has selected the entry 116 which reads "Jeep Grand Cher. Laredo/94." The service center computer 46 retrieves the record in the Options file 90 that is associated with the specified vehicle. With the fields of the Options record, the service center computer 46 configures a vehicle options window 118 (shown in fig. 8) to permit specification of vehicle characteristics associated with the selected vehicle. These are identified in areas designated "Exterior" (numbered 120), "Powertrain" (numbered 122), and "Interior" (number 124). As well, a scrolling mileage field 126 allows the user to identify a mileage range in which the particular vehicle of interest falls. The user has the option of specifying mileage in miles or kilometers with a set of mutually-exclusive radio buttons 128 whose states can be toggled in a conventional manner. Vehicle features that are mutually exclusive are identified with similar sets of mutually-exclusive radio buttons that toggle to permit only one selection, such as the set of similar radio buttons 130 associated with the choice of either a standard or automatic transmission and the separate set of radio buttons 132 associated with the choice of either a 6-cylinder engine or a V8 engine. Where a single option is available that is not mutually exclusive relative to other options, check boxes 134 are provided to specify such options. The various controls and mileage fields may be set to predetermined default values. The vehicle options window 118 with vehicle name across the top is then actually displayed.

The service center computer 46 then enters another idle loop, as at point "C" in fig. 9B awaiting various user-initiated events. If controls are operated, such as the scroll control 136 of the mileage field 126, radio buttons 128-132 and check boxes 134, the display is updated accordingly. In the state of fig. 8, the vehicle mileage field 126 has been updated to show a maximum vehicle mileage of 25,000 miles. If the displayed close button 138 is pressed, the options process is terminated and the service center computer 46 returns to the vehicle specification window 106 of fig. 7 and associated process at point "B." The user can then specify a different vehicle or exit with the close button 112 to the type specification window 94 of fig. 6 (from which the user can log off by pressing its close button 104). If the user presses the OK button 140, a dialog box may be used to confirm the user's specification for the vehicle and the computer 46 may return to the idle mode at point "C" to allow modifications. Such confirmation is conventional and has not been displayed in the flow chart of fig. 9b. Upon confirmation of the OK, the service center computer 46 retrieves mileage value and options specified by the user. The coding field of the previously retrieved Options record is then used to retrieve the Powertrain, Exterior, Closing, and Mileage audio segments specified by the user option selections. The retrieved audio segments are then concatenated to produce, in this instance, the audio presentation 12 shown in fig. 10, in digitized audio form. The service center 44 may then initiate a file transfer with the remote agency computer 54 and transmit the audio presentation 12 to the service center computer 46 via the telephone system 50. The agency 42 may then download the presentation 12 to the playback unit 14, as has been described above.

Various forms of telephone transmission are possible. Standard telephone connections represent one possibility, but long distance charges can be steep. Internet represents a potentially inexpensive alternative. Private

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E-Mail services can also be used. Other telephonic transmission media will be apparent to those skilled in the art.

It will be appreciated that a particular embodiment of the invention has been described and that modifications may be made therein  
5 without departing from the spirit of the invention or necessarily departing from the scope of the appended claims.

THE EMBODIMENTS OF AN INVENTION IN WHICH AN EXCLUSIVE  
PROPERTY OR PRIVILEGE IS CLAIMED ARE DEFINED AS FOLLOWS:

1. A method of promoting sale of an automobile, comprising:  
 storing an audio presentation describing the automobile in an  
 audio playback unit;  
 placing the playback unit with the stored presentation proximate  
 5 to the automobile; and,  
 audibly reproducing the stored presentation with the playback  
 unit when a customer is proximate to the automobile.
2. The method of claim 1 comprising:  
 providing a sensor for sensing proximity of the customer to the  
 10 automobile; and,  
 automatically actuating the playback unit in response to the  
 sensor to audibly reproduce the presentation.
3. The method of claim 1 comprising:  
 forming the audio presentation in digital form at a center remote  
 15 from the location of the automobile;  
 transmitting the audio presentation over a public telephone  
 system to a computer at the location of the automobile;  
 coupling the playback unit temporarily to the computer; and,  
 transferring the transmitted audio presentation from the computer  
 20 to the playback unit while coupled to the computer for storage within the  
 playback unit.
4. The method of claim 3 in which the storing of the audio  
 presentation in the playback unit comprises storing the transferred presentation  
 in an electronic memory within the playback unit.
- 25 5. The method of claim 1 in which the playback unit comprises a  
 port, a processor coupled with an internal bus to the port, and an electronic



memory coupled to the processor, the processor being programmed to enter a data transfer mode of operation in response to a predetermined triggering signal in which the processor receives and stores data in the electronic memory, the storing of the audio presentation comprising

- 5                   operating the processor to monitor the internal bus for application of the predetermined triggering signal to the internal bus;
  - applying the predetermined triggering signal to the internal bus via the port thereby to cause the processor to enter its data transfer mode of operation; and,
- 10               transferring the audio presentation via the port to the processor in its data transfer mode of operation thereby to store the audio presentation in the electronic memory.

6.               The method of claim 1 comprising:
  - storing presentation segments identifying different automobile
  - 15           characteristics;
    - specifying characteristics of the automobile;
    - retrieving stored presentation segments according to the specified characteristics of the automobile; and,
    - forming the audio presentation by combining the retrieved
    - 20           presentation segments.

7.               The method of claim 6 in which the storing of the presentation segments comprises:
  - digitizing an audible reproduction of the presentation segments
  - by a person; and,
  - 25           storing the digitized audible reproduction of the presentation segments.

8.               A method of providing an audio presentation promoting sale of

an automobile at a sales agency, comprising:

storing presentation segments identifying different automobile characteristics in a computer-accessed database at a center remote from the sales agency;

5 specifying characteristics of the automobile and delivering the specifications to the center;

retrieving presentation segments from the database according to the specified characteristics of the automobile;

composing the audio presentation from the retrieved presentation  
10 segments;

delivering the composed audio presentation to the agency; and,  
playing back the delivered audio presentation to a potential customer with a playback unit at agency.

9. The method of claim 8 in which:

15 the storing of the presentation segments comprises indexing the presentation segments at least according to vehicle identifiers and predetermined characteristics associated with the vehicles identified by the vehicle identifiers;

the specifying of the characteristics of the automobile comprises:

(a) presenting to the sales agency a set of vehicle identifiers  
20 retrieved from the database;

(b) selecting an identifier identifying the automobile from among the presented set a vehicle identifiers;

(c) presenting to the sales agency a set of vehicle characteristics retrieved from the database in response to the selected identifier; and,

25 (d) selecting characteristics of the automobile from among the predetermined set of vehicle characteristics.

10. The method of claim 8 in which:

the composing of the audio presentation comprises forming the

presentation in digital form;

the delivery comprises transmitting the audio presentation over a telephone system to a computer at the agency; and,

5 the playing back comprises preliminary steps of coupling the playback unit temporarily to the computer at the agency and transferring the transmitted audio presentation from the computer to the playback unit for storage in the playback unit.

11. The method of claim 10 in which the storing of the audio presentation in the playback unit comprises storing the transferred presentation  
10 in an electronic memory within the playback unit.

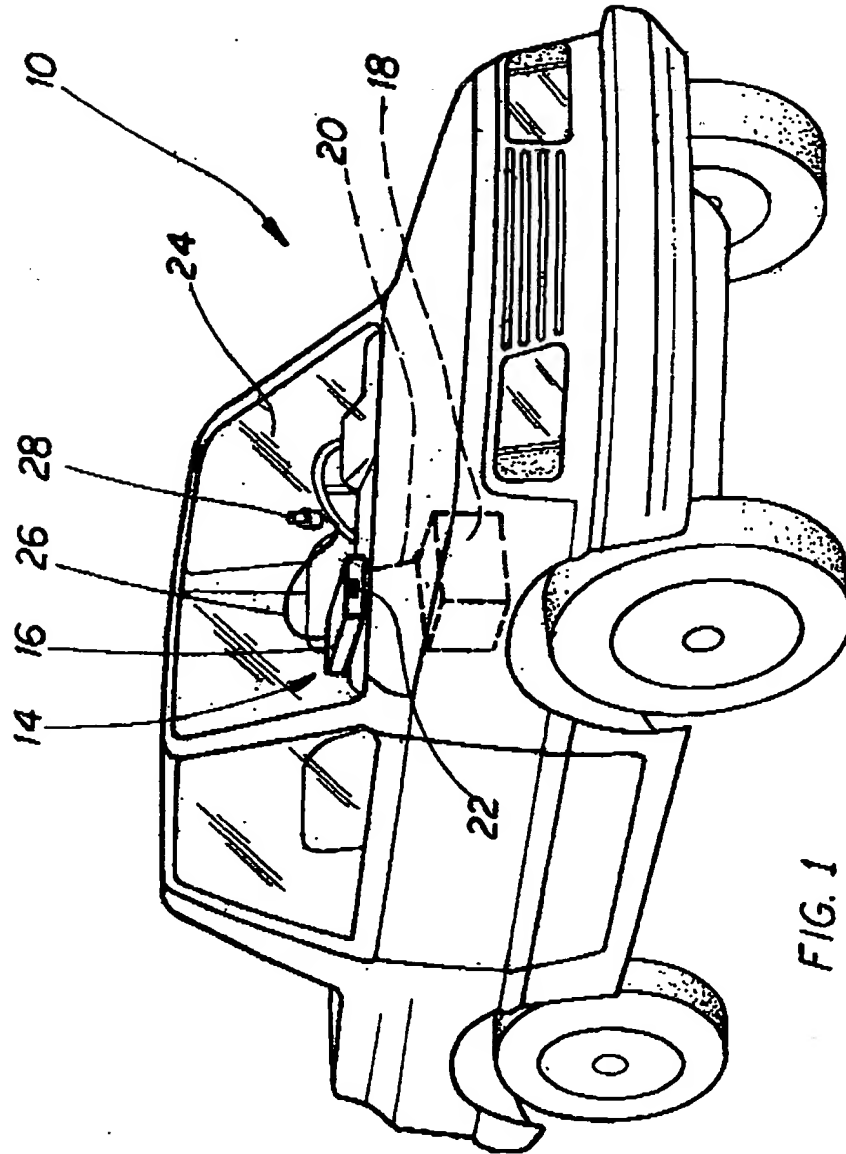


FIG. 1

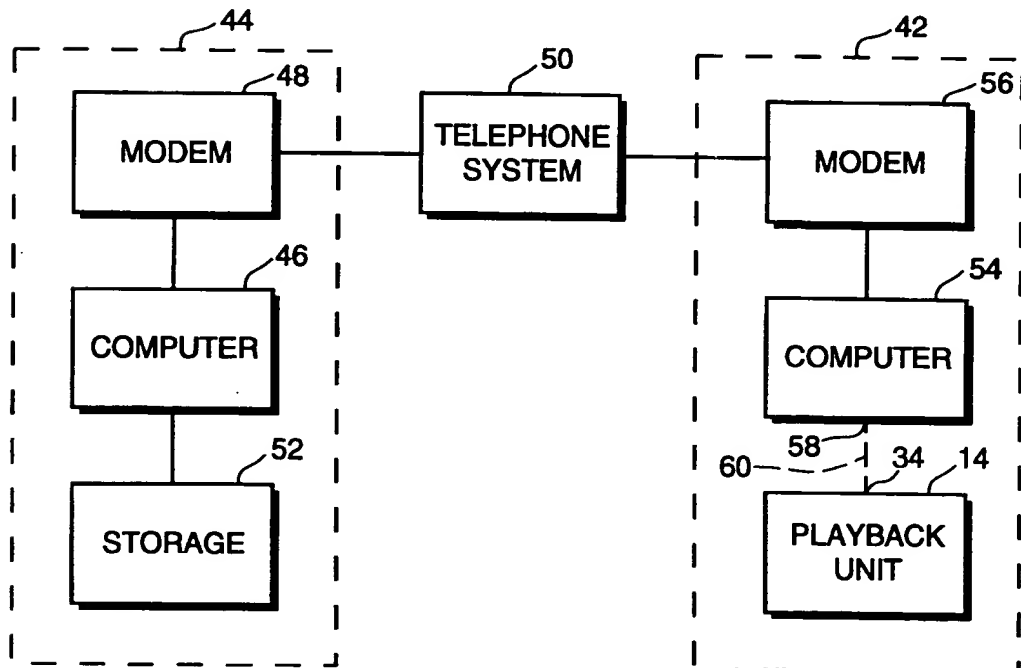
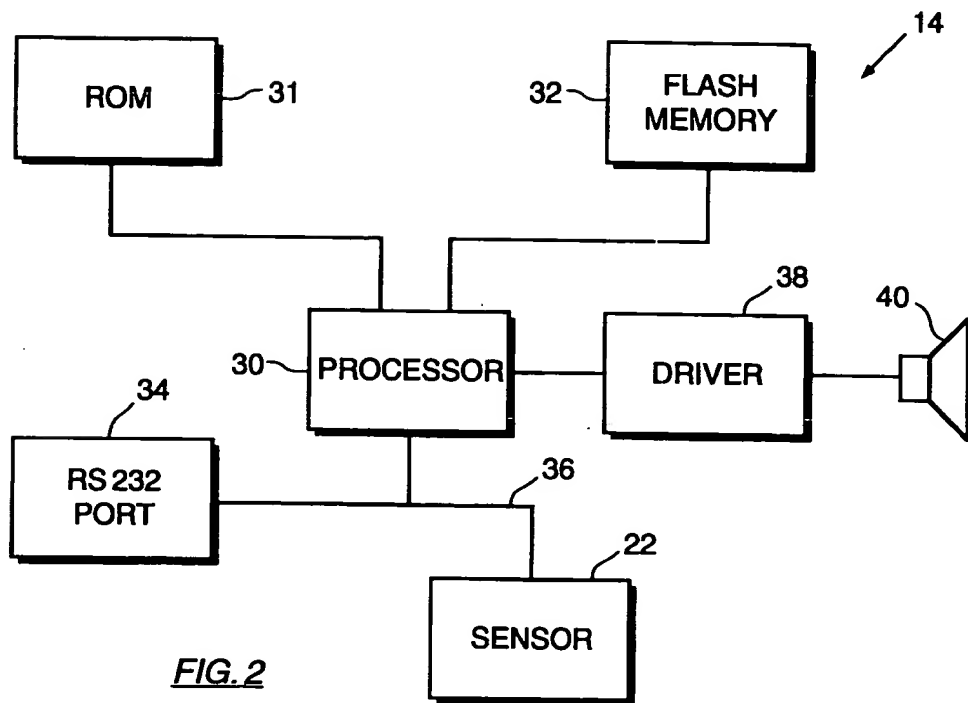
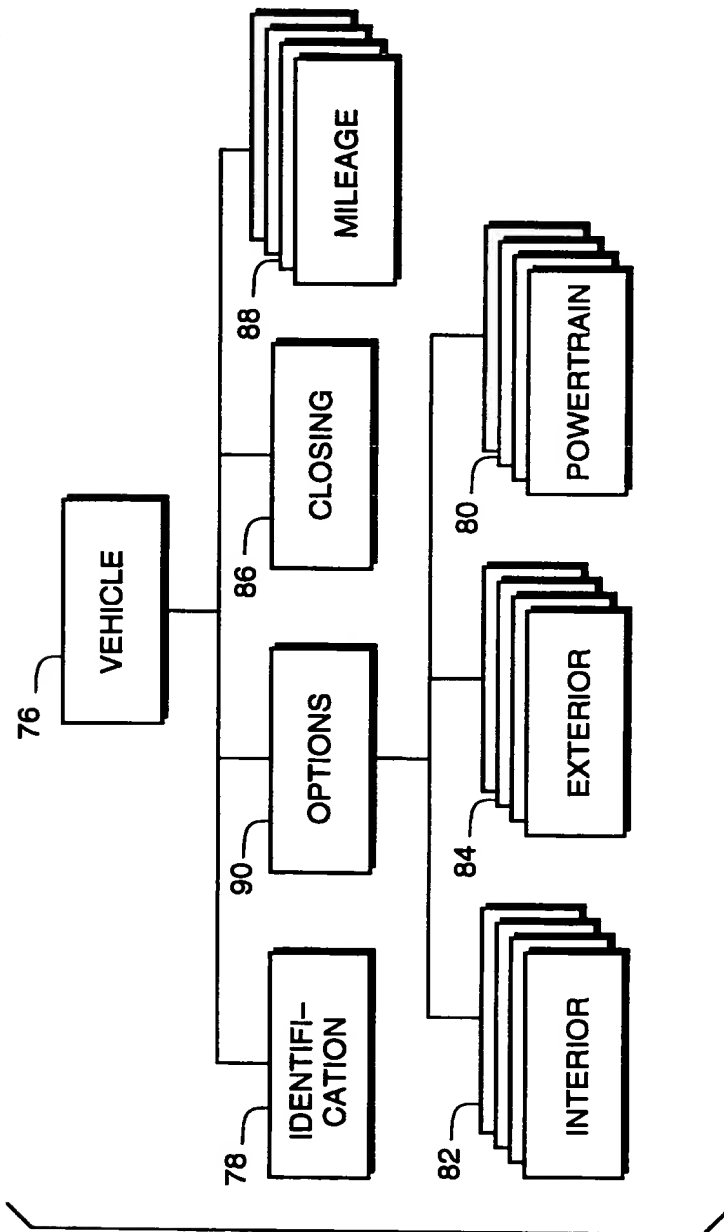
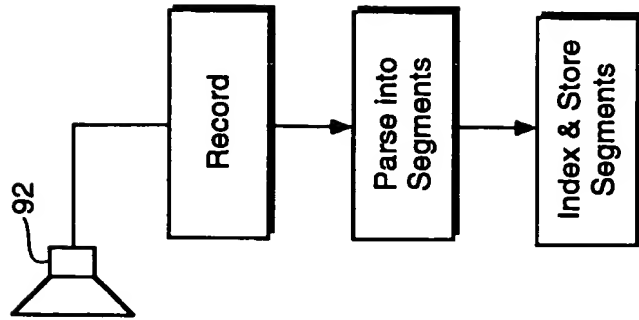


FIG. 3

By: Muel A. Waraksa



**FIG. 4**



**FIG. 5**

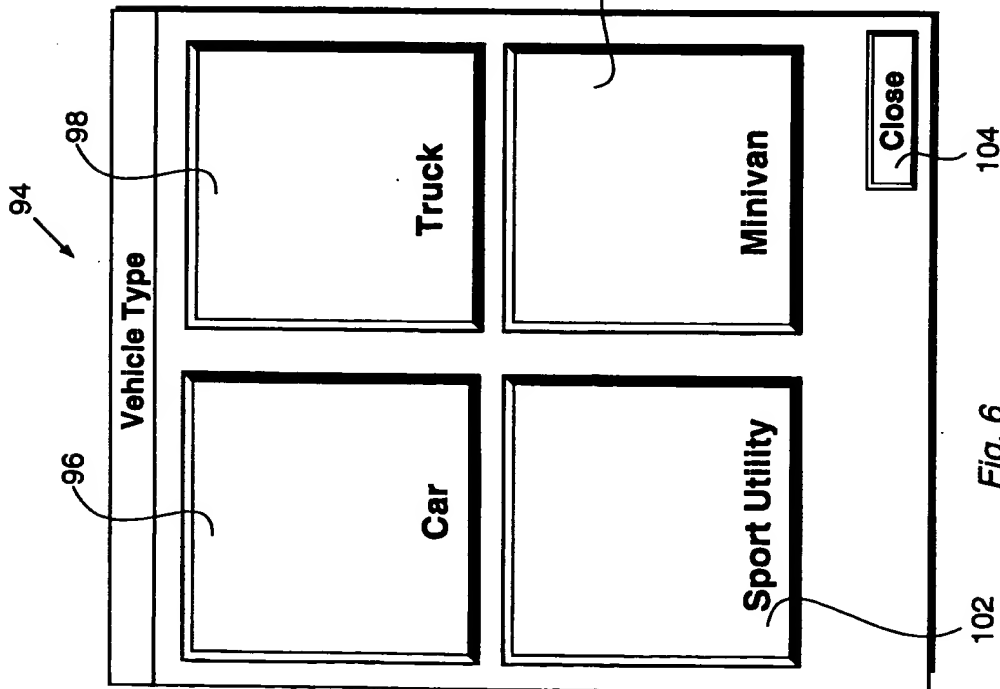


Fig. 6

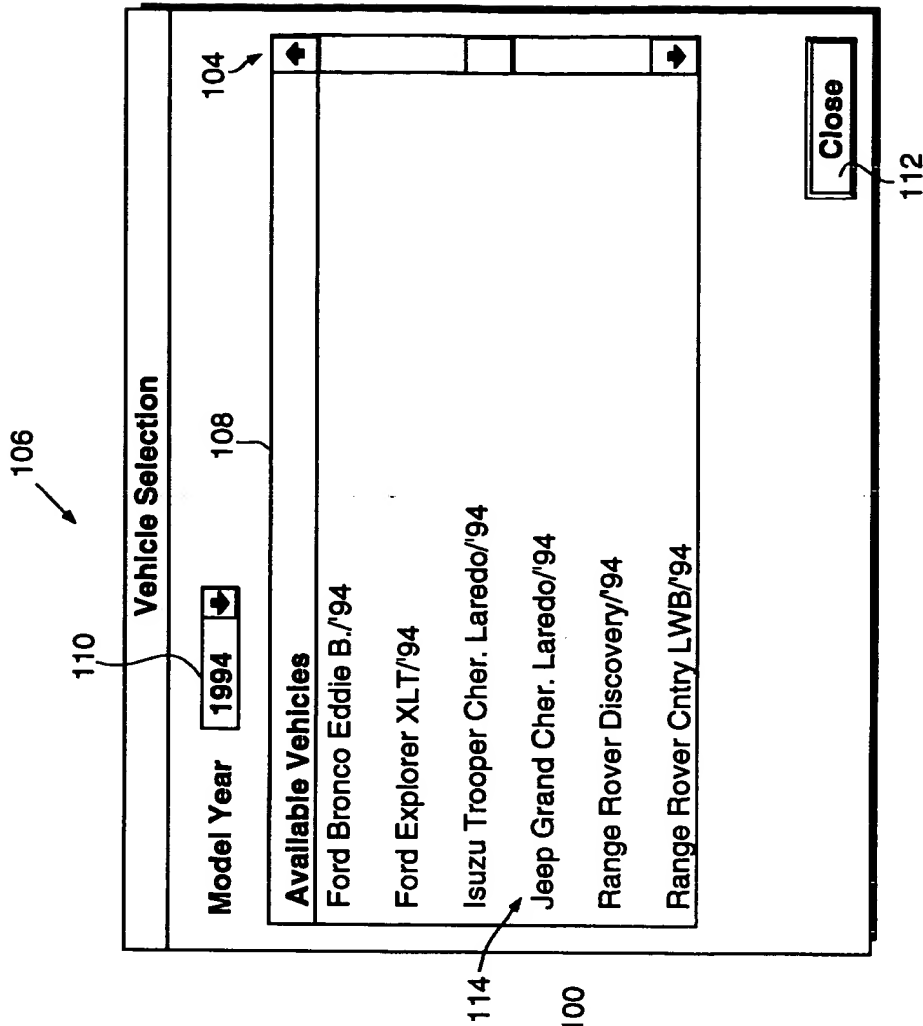


Fig. 7

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118

126

1994 Jeep Grand Cher. Laredo Options

Mileage Less than   ☒ Miles ☐ Kilometers

136 128 128

Exterior

134 ☐ Appearance Package 120

Powertrain

130 ☒ Automatic ☐ Standard 132 ☒ 6 Cylinder ☐ V8 122

Interior

134 ☐ Leather Trim w/AC 124

140 138

Fig. 8

By: Mark A. Wankos



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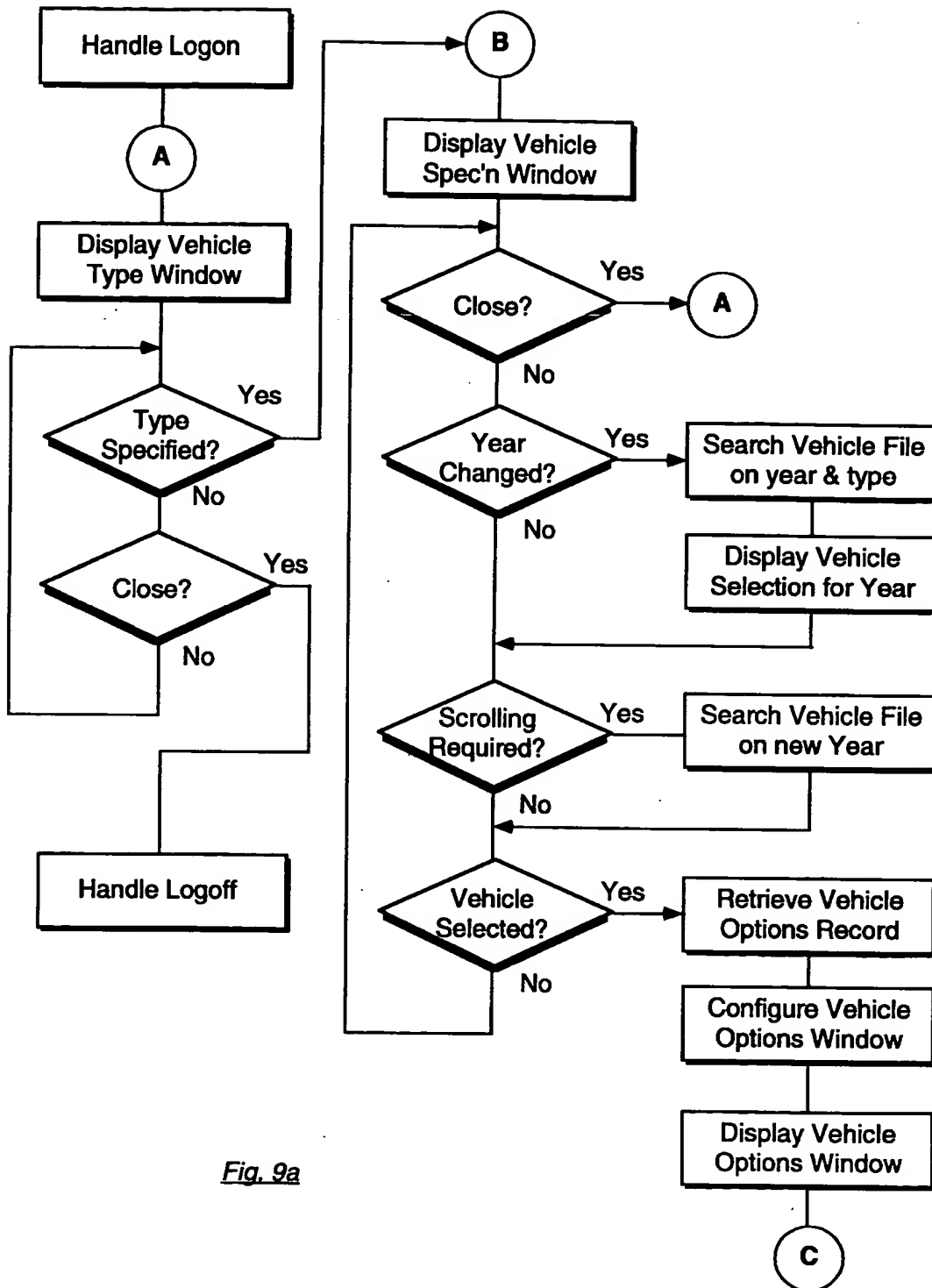


Fig. 9a

By: *Murik A. Narasimhan*

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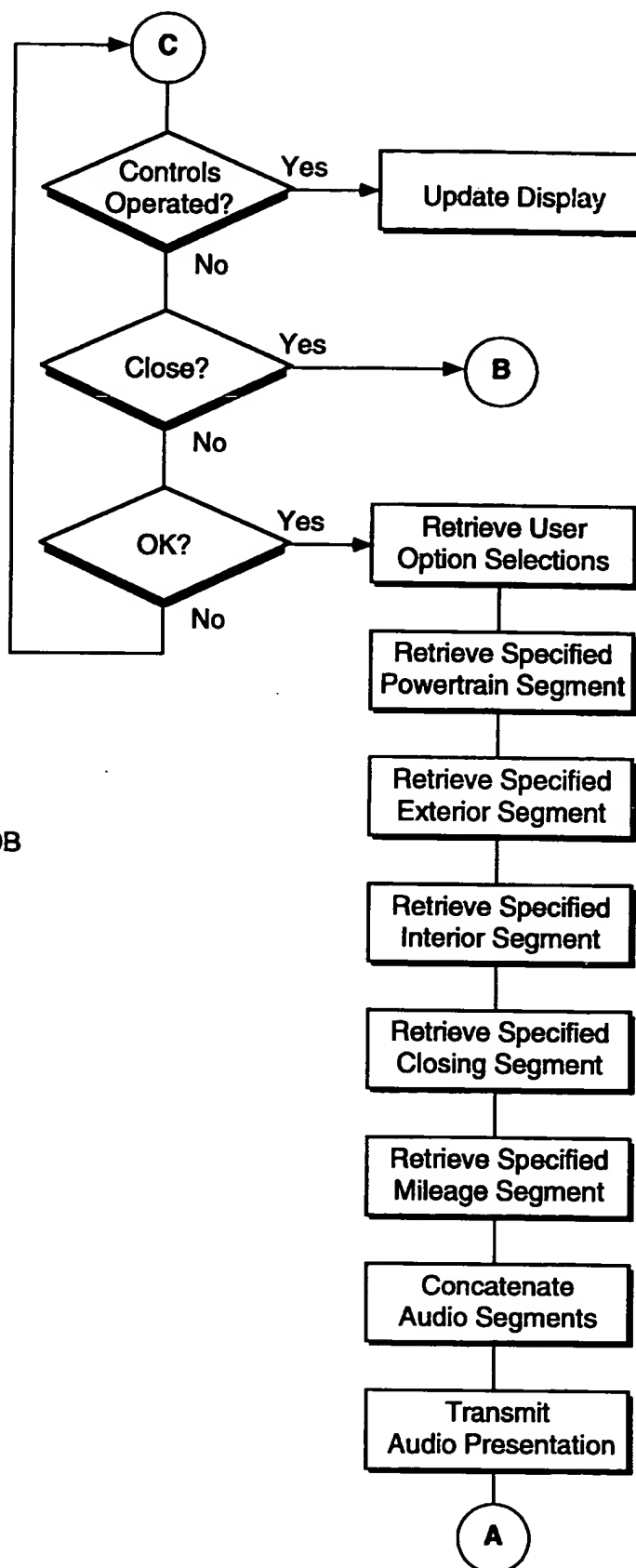


Fig. 9B

By: Muk A Warakesh

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**Segment**

**Segment Script**

**Fig. 10**

**Identification**

62 →

I'm a 1994 Jeep Grand Cherokee Laredo. If you're looking for a rugged top performing sport-utility vehicle, none is tougher or better looking than I am.

**Powertrain**

64 →

My powerful 4 litre engine delivers 190 horsepower with the solid punch of 225 pounds of torque. To help me take you through the rugged parts of the country, I'm equipped with Jeep's time proven shift-on-the-fly, 4-wheel drive, Selec-Trac system. My 4-speed automatic transmission has overdrive with a lockout for greater passing acceleration. No other 4x4 will take you for granted when you press my pedal to the metal. If you have to hit the binders...my four wheel anti-lock break system will stop us quickly and safely on a paved or unpaved slippery surface. My Quadra-Coil, solid-axle, multi-link design suspension system will deliver outstanding on- or off-highway ride and handling.

**Interior**

66 →

But my brawn isn't all I have. Take a look at my softer side...my leather trimmed bucket seats and 60/40 split rear bench seats with removable cushion. Regardless of the challenges I will be faced with outside, you'll be comfortable inside as you listen to my Infinity Gold premium audio system in my automatic temperature controlled interior. For your added convenience I also come equipped with speed control and a tilt steering column. For your added safety, I have a standard driver's side air bag.

**Exterior**

68 →

70 →

Take another look at my body. All my panels, except the roof, are made of two-sided galvanized steel, which receives an extensive multi-step corrosion protection treatment. To help guard against stone damage or the attacks of door bashers, my front and rear bumper panels fascias and lower bodyside cladding are made of a special energy-absorbing polymer. I'm always dressed and ready for action. Beneath the strong and handsome exterior of my 4 doors are sideguard door beams....steel beams design to prevent internal intrusion generated by a side collision.

**Closing  
&  
Mileage**

There's plenty of magnificent country out there and with my help you can see all of it....even the hard to reach parts. I have less than 40,000 miles on my odometer, so we can travel a lot of trouble free miles together.

12

72

74

By: Mark A. Warburton

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